

IN THE CLAIMS

1 - 74. (Cancelled)

75 (Currently Amended) A method for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the method comprising:

computing the selection time when the user pressed the key on the keypad; then

identifying the selection based on the computed selection time when the user pressed the key on the keypad at which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and then

transmitting the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.

76. (Currently Amended) The method according to claim 75 and also comprising:

receiving an indication signal which enables identification of the selection based on the selection time at which the selection was selected, wherein the identifying includes identifying the selection based on the indication signal.

77. (Currently Amended) The method according to claim 76 and wherein said identifying comprises:

computing, based on the indication signal, ~~a—the~~ selection time representing the time at which the selection was selected within a rendering period of the streamed broadcast program on the display; and

recognizing the selection as a discrete section which, in a sequential series of discrete sections constructed from the streamed broadcast program, corresponds to the selection time.

78. (Previously Presented) The method according to claim 77 and wherein each of the sections in the sequential series of discrete sections is tagged with a unique identification (UID), and the recognizing comprises determining a UID of the discrete section.

79-80. (Canceled).

81. (Withdrawn). The method according to claim 76 and also comprising:

finding, in response to the identifying, a replacement section that relates to the section; and

transmitting a representation of the replacement section to at least one of the following: an external device; and an external medium.

82. (Previously Presented) The method according to claim 75 and wherein the external device comprises at least one of the following: a mobile telephone; a computing device; an entertainment device; a printer; and a communication device.

83. (Previously Presented) The method according to claim 75 and wherein the external medium comprises at least one of the following: a medium in the external device; and a medium attached to the external device.

84. (Previously Presented) The method according to claim 75 and wherein the external medium comprises a memory stick.

85. (Previously Presented) The method according to claim 75 and also comprising receiving the video and/or audio sequence embedded in at least one of the following: a Multimedia Messaging Service (MMS) message; a Wireless Application Protocol (WAP) push message; a JAVATM application; and an electronic-mail (e-mail) message.

86. (Previously Presented) The method according to claim 75 and wherein the video and/or audio sequence is suitable for at least one of the following: playing on the external device; displaying on the external device; editing via the external device; and transmitting to another external device.

87. (Withdrawn) The method according to claim 79 and also comprising:
editing the representation of the section.

88. (Withdrawn) The method according to claim 87 and where the editing comprises at least one of the following: cropping a displayed area of the representation of the section; reducing a displayed area of the representation of the section; and enlarging a displayed area of the representation of the section.

89. (Withdrawn) The method according to claim 87 and also comprising returning editing values of section parameters in response to the editing.

90. (Withdrawn) The method according to claim 89 and wherein the returning comprises returning the editing values to a server.

91. (Withdrawn) The method according to claim 90 and wherein the server is associated with a headend.

92. (Withdrawn) The method according to claim 90 and wherein the server is comprised in a headend.

93. (Withdrawn) The method according to claim 89 and wherein the editing values comprise at least one of the following: picture display coordinates; picture size information; information regarding picture elements positions; and audio parameters.

94. (Withdrawn) The method according to claim 89 and also comprising:
processing the representation of the section and the editing values to produce a result comprising at least one of the following: an edited representation of the section; and a representation of a new section; and
transmitting the result, in response to the processing, to at least one of the external device and the external medium.

95. (Previously Presented) The method according to claim 75 and also comprising:
receiving a request to receive at least one of the following: another video and/or audio sequence preceding the selection in the streamed broadcast program; and another video and/or audio sequence following the selection in the streamed broadcast program.

96-97. (Canceled).

98. (Previously Presented) The method according to claim 75 and wherein the streamed broadcast program comprises at least one of the following: a streamed audio program; a streamed video program; a streamed A/V program; and a streamed multimedia program.

99. (Previously Presented) The method according to claim 75 and wherein the streamed broadcast program comprises at least one of the following: a television program; an audio program; a video clip; an interactive television program; a multimedia program; and a multimedia presentation.

100. (Previously Presented) The method according to claim 76 and wherein the identifying comprises identifying the selection within an identification error range.

101. (Withdrawn) The method according to claim 77 and wherein:
the streamed broadcast program comprises an analog program;
the selecting comprises pressing a key on a telephone keypad; and
the computing comprises computing the selection time at a voice response system.

102. (Withdrawn) The method according to claim 101 wherein the analog program comprises at least one of the following: an audio program; a video program; an A/V program; and a multimedia program.

103. (Currently Amended) The method according to claim 77 and wherein:
the streamed broadcast program comprises a digital program;
the user selection unit is a remote control having ~~a~~the key;
the selecting comprises pressing ~~a~~the key on the remote control;
and
the computing comprises computing the selection time at a Headend.

104. (Previously Presented) The method according to claim 103 and wherein the digital program comprises at least one of the following: an audio program; a video program; an A/V program; and a multimedia program.

105. (Previously Presented) The method according to claim 75 and wherein the indication signal is received from an STB.

106. (Previously Presented) The method according to claim 76 and wherein the receiving, the identifying and the transmitting are performed at a Headend.

107-115. (Canceled).

116. (Previously Presented) The method according to claim 75 and wherein the transmitting of the video and/or audio sequence comprises:

producing an indication of agreement by a user to pay for the transmitting of the video and/or audio sequence; and

transmitting the video and/or audio sequence in response to the producing.

117. (Withdrawn) The method according to claim 87 and wherein the editing comprises editing the representation of the section via one of the following: the external device; and an STB.

118. (Withdrawn) The method according to claim 75 and also comprising, prior to the selecting, inviting a user to select a desired section.

119. (Withdrawn) The method according to claim 118 and wherein the inviting comprises displaying a message inviting the user to select the desired section.

120. (Withdrawn) The method according to claim 118 and wherein the inviting comprises playing a message inviting the user to select the desired section.

121. (Withdrawn) The method according to claim 75 and also comprising, prior to the selecting, accepting user input information comprising at least one of the following: a user's mobile telephone number; a source of a video signal received at one of the display and a user's STB; a user's mobile telephone type; an indication indicating a mobile operator that provides cellular service for the user's mobile

telephone; and a target mobile telephone number.

122. (Withdrawn) The method according to claim 75 and wherein the section comprises a plurality of sub-sections, and the selecting comprises selecting a start sub-section and a stop sub-section from the plurality of sub-sections.

123. (Withdrawn) The method according to claim 122 and also comprising determining a timeout stop sub-section if the stop sub-section is not selected within a timeout period.

124. (Withdrawn) The method according to claim 122 and wherein the selecting comprises selecting the start sub-section by pressing on a first key of an input device, and selecting the stop sub-section by pressing on a second key of the input device.

125. (Withdrawn) The method according to claim 122 and wherein the selecting comprises selecting the start sub-section by pressing once on a key of an input device, and selecting the stop sub-section by pressing again on the key of the input device.

126. (Canceled).

127. (Previously Presented) The method according to claim 75 and wherein the transmitting of the video and/or audio sequence comprises associating branding information identifying a provider of the streamed broadcast program with the video and/or audio sequence.

128. (Previously Presented) The method according to claim 127 and wherein the branding information comprises an owner rights code.

129. (Previously Presented) The method according to claim 78 and

wherein the UID comprises an identifier based on a combination of values obtained from at least one of the following: a time code; a frame counter; and a discontinuation counter.

130. (Previously Presented) The method according to claim 78 and wherein the UID comprises an identifier derived from a received broadcast transmission.

131. (Withdrawn) The method according to claim 78 and wherein the UID comprises an identifier derived from time information provided by an external clock.

132. (Withdrawn) The method according to claim 77 and wherein the computing also comprises performing computations correcting at least one of the following: synchronization inaccuracies in at least one clock of at least one sub-system that is involved in computation of the selection time; and effect of latencies in the at least one sub-system.

133. (Canceled).

134. (Withdrawn) The method according to claim 77 and wherein the recognizing comprises:

finding a first preferred section and a second preferred section from a set of preferred sections representing the best sections of the sequential series of discrete sections, the first preferred section being the nearest preferred section before the discrete section that corresponds to the selection time, and the second preferred section being the nearest preferred section after the discrete section that corresponds to the selection time; and

selecting the section as one of the first and the second preferred sections which is closer in the sequential series of discrete sections to the discrete section that corresponds to the selection time.

135. (Withdrawn) The method according to claim 134 and wherein the set of preferred sections comprises predefined preferred sections.

136. (Withdrawn) The method according to claim 134 and wherein the selecting of the section as one of the first and the second preferred sections comprises selecting the section as one of the first and the second preferred sections in response to a determination of the streamed broadcast program as a preview.

137. (Withdrawn) The method according to claim 134 and also comprising enabling linked access to external information via the section.

138-149. (Canceled).

150. (Currently Amended) A Headend system for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the Headend system comprising:

an identifier unit to: compute the selection time when the user pressed the key on the keypad; and then identify the selection based on a the computed selection time when the user pressed the key on the keypadat which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and

a transmitting unit to transmit the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.

151-155. (Canceled).

156. (Currently Amended) A Headend system for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the Headend system comprising:

means for computing the selection time when the user pressed the key on the keypad;

means for identifying the selection based on a—the computed selection time when the user pressed the key on the keypad at which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and

means for transmitting the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.